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**ORDEN DE PUBLICIDAD N° 15/UM/GC/2019**

A: BIEDERMANN PUBLICIDAD

CONTRATO N° 88/2018

DE: COPACO S.A.

FECHA: 08/07/2019

A los efectos de solicitar spot publicitario para Radio AM - FM - **PROMO MICHIMI**

| ITEM | SUB | MEDIO | DETALLE | MIN. | TIPO DE MENCION | DIAS DE EMISION | HORARIO | DURACION | COSTO CLIENTE POR MATERIAL | JULIO | | | | | | | | | | | | | | | | | | | | | | | | | | | TOTAL | Inversion Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | MA | MI | JU | VI | SA | DO | LU | MA | MI | JU | VI | SA | DO | LU | MA | MI | JU | VI | SA | DO | LU | MA | MI | | | | |
| | | | | | | | | | | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | | | | |
| | | RADIO 1080 AM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | 2 | CONQUISTADOR | ROTATIVOS | 45,08 | MENCION | LUNES A DOMINGO | 6:00 a 20:00 | 30 | 51.000 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 161 | 8.211.000 |
| | | CONQUISTADOR | ROTATIVOS | 40,32 | SPOT | LUNES A DOMINGO | 6:00 a 20:00 | 30 | 27.000 | 6 | 6 | 6 | 6 | 7 | 7 | 6 | 6 | 6 | 6 | 6 | 7 | 7 | 6 | 6 | 6 | 6 | 6 | 7 | 7 | 6 | 6 | 6 | 144 | 3.888.000 |
| | | TOTAL MEDIO | | | | | | | | 13 | 13 | 13 | 13 | 14 | 14 | 13 | 13 | 13 | 13 | 13 | 14 | 14 | 13 | 13 | 13 | 13 | 13 | 14 | 14 | 13 | 13 | 13 | 305 | 12.099.000 |
| | | RADIO TOP 890 ONDA | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | 5 | TOP | ROTATIVOS | 96,60 | MENCION | LUNES A DOMINGO | 6:00 a 20:00 | 30 | 59.150 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 161 | 9.523.150 |
| | | TOP | ROTATIVOS | 86,40 | SPOT | LUNES A DOMINGO | 6:00 a 20:00 | 30 | 52.230 | 6 | 6 | 6 | 6 | 7 | 7 | 6 | 6 | 6 | 6 | 6 | 7 | 7 | 6 | 6 | 6 | 6 | 6 | 7 | 7 | 6 | 6 | 6 | 144 | 7.521.120 |
| | | TOTAL MEDIO | | | | | | | | 13 | 13 | 13 | 13 | 14 | 14 | 13 | 13 | 13 | 13 | 13 | 14 | 14 | 13 | 13 | 13 | 13 | 13 | 14 | 14 | 13 | 13 | 13 | 305 | 17.044.270 |
| | | RADIO EXCLUSIVA | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | 24 | EXCLUSIVA | ROTATIVOS | 120,06 | MENCION | LUNES A DOMINGO | 6:00 a 20:00 | 30 | 37.720 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 138 | 5.205.360 |
| | | EXCLUSIVA | ROTATIVOS | 100,05 | SPOT | LUNES A DOMINGO | 6:00 a 20:00 | 30 | 30.180 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 115 | 3.470.700 |
| | | TOTAL MEDIO | | | | | | | | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 253 | 8.676.060 |
| | | RADIO 96.1 FM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | 12 | RADIO NACIONL FM | ROTATIVOS | 1,96 | SPOT | LUNES A DOMINGO | 6:00 a 12:00 | 30 | 38.950 | 1 | | 1 | | 1 | | 1 | | 1 | | 1 | 1 | | | | | | | | | | | | 7 | 272.650 |
| | | RADIO NACIONL FM | ROTATIVOS | 2,24 | SPOT | LUNES A DOMINGO | 12:00 a 20:00 | 30 | 25.980 | 1 | 1 | | 1 | | 1 | 1 | 1 | | 1 | | 1 | 1 | | | | | | | | | | | | 8 | 207.840 |
| | | TOTAL MEDIO | | | | | | | | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 15 | 480.490 |
| | | RADIO 920 AM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | 12 | RADIO NACIONL AM | ROTATIVOS | 0,07 | MENCION | LUNES A DOMINGO | 6:00 a 12:00 | 30 | 50.920 | 1 | | 1 | 1 | | | 1 | 1 | | 1 | 1 | | | | | | | | | | | | | | 7 | 356.440 |
| | | RADIO NACIONL AM | ROTATIVOS | 0,03 | SPOT | LUNES A DOMINGO | 6:00 a 12:00 | 30 | 39.170 | 1 | | | | | | | 1 | | 1 | | | | | | | | | | | | | | | 3 | 117.510 |
| | | RADIO NACIONL AM | ROTATIVOS | 0,05 | SPOT | LUNES A DOMINGO | 12:00 a 20:00 | 30 | 26.115 | | 1 | | 1 | | | 1 | | 1 | | 1 | | | | | | | | | | | | | | 5 | 130.575 |
| | | TOTAL MEDIO | | | | | | | | 2 | 1 | 1 | 2 | 0 | 0 | 2 | 2 | 1 | 2 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 15 | 604.525 |
| | | 780 AM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | 11 | 780 AM | ROTATIVOS | 7,48 | SPOTS | LUNES A VIERNES | 08:00 A 20:00 | 30 | 46.430 | 4 | 4 | 4 | 4 | | | 4 | 4 | 4 | 4 | 4 | | | 4 | 4 | 4 | 4 | 4 | | | 4 | 4 | 4 | 68 | 3.157.240 |
| | | 780 AM | ROTATIVOS | 1,87 | MENCIONES | LUNES A VIERNES | 12:00 A 20:00 | 30 | 58.035 | 1 | 1 | 1 | 1 | | | 1 | 1 | 1 | 1 | 1 | | | 1 | 1 | 1 | 1 | 1 | | | 1 | 1 | 1 | 17 | 986.595 |
| | | 780 AM | ROTATIVOS | 1,87 | MENCIONES | LUNES A VIERNES | 06:00 A 12:00 | 30 | 40.620 | 1 | 1 | 1 | 1 | | | 1 | 1 | 1 | 1 | 1 | | | 1 | 1 | 1 | 1 | 1 | | | 1 | 1 | 1 | 17 | 690.540 |
| | | TOTAL MEDIO | | | | | | | | 6 | 6 | 6 | 6 | 0 | 0 | 6 | 6 | 6 | 6 | 6 | 0 | 0 | 6 | 6 | 6 | 6 | 6 | 0 | 0 | 6 | 6 | 6 | 102 | 4.834.375 |
| | | RADIO OBEDIRA | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | 21 | RADIO OBEDIRA | ROTATIVOS | 46,41 | SPOTS | LUNES A VIERNES | 08:00 A 20:00 | 30 | 52.230 | 3 | 3 | 3 | 3 | | | 3 | 3 | 3 | 3 | 3 | | | 3 | 3 | 3 | 3 | 3 | | | 3 | 3 | 3 | 51 | 2.663.730 |
| | | RADIO OBEDIRA | ROTATIVOS | 15,47 | MENCIONES | LUNES A VIERNES | 12:00 A 20:00 | 30 | 40.620 | 1 | 1 | 1 | 1 | | | 1 | 1 | 1 | 1 | 1 | | | 1 | 1 | 1 | 1 | 1 | | | 1 | 1 | 1 | 17 | 690.540 |
| | | RADIO OBEDIRA | ROTATIVOS | 15,47 | MENCIONES | LUNES A VIERNES | 06:00 A 12:00 | 30 | 52.230 | 1 | 1 | 1 | 1 | | | 1 | 1 | 1 | 1 | 1 | | | 1 | 1 | 1 | 1 | 1 | | | 1 | 1 | 1 | 17 | 887.910 |
| | | TOTAL MEDIO | | | | | | | | 5 | 5 | 5 | 5 | 0 | 0 | 5 | 5 | 5 | 5 | 5 | 0 | 0 | 5 | 5 | 5 | 5 | 5 | 0 | 0 | 5 | 5 | 5 | 85 | 4.242.180 |
| | | RADIO MONTECARLO | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | 19 | MONTECARLO | ROTATIVOS | 32,64 | SPOTS | LUNES A VIERNES | 6:00 a 22:00 | 30 | 65.000 | 3 | 3 | 3 | 3 | | | 3 | 3 | 3 | 3 | 3 | | | 3 | 3 | 3 | 3 | 3 | | | 3 | 3 | 3 | 51 | 5.525.000 |
| | | MONTECARLO | ROTATIVOS | 11,52 | SPOTS | SÁBADO Y DOMINGO | 6:00 a 22:00 | 30 | 65.000 | | | | | 3 | 3 | | | | | | 3 | 3 | | | | | | 3 | 3 | | | | 18 | 1.950.000 |
| | | TOTAL MEDIO | | | | | | | | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 69 | 7.475.000 |
| | | RADIO MIL | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | 1 | MIL | Instante Politico y Económico | 0,40 | SPOTS | DOMINGO | 08:00 a 10:00 hs | 30 | 37.000 | 1 | 1 | 1 | 1 | | 1 | 1 | 1 | 1 | 1 | 1 | | 1 | 1 | 1 | 1 | 1 | | 1 | 1 | 1 | 1 | 20 | 740.000 |
| | | MIL | Instante Politico y Económico | 0,12 | MENCION | DOMINGO | 08:00 a 10:00 hs | 30 | 54.000 | | | | | | 2 | | | | | | | 2 | | | | | | 3 | | | | 6 | 324.000 |
| | | TOTAL MEDIO | | | | | | | | 1 | 1 | 1 | 1 | 0 | 3 | 1 | 1 | 1 | 1 | 1 | 0 | 3 | 1 | 1 | 1 | 1 | 1 | 0 | 3 | 1 | 1 | 1 | 26 | 1.064.000 |
| | | RADIO ÑANDUTI | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | 5 | ÑANDUTI | ROTATIVOS | 14,62 | SPOTS | LUNES A VIERNES | 6:00 a 12:00 | 30 | 79.300 | 2 | 2 | 2 | 2 | | | 2 | 2 | 2 | 2 | 2 | | | 2 | 2 | 2 | 2 | 2 | | | 2 | 2 | 2 | 34 | 2.696.200 |
| | | ÑANDUTI | ROTATIVOS | 7,31 | SPOTS | LUNES A VIERNES | 12:00 a 20:00 | 30 | 36.570 | 1 | 1 | 1 | 1 | | | 1 | 1 | 1 | 1 | 1 | | | 1 | 1 | 1 | 1 | 1 | | | 1 | 1 | 1 | 17 | 621.690 |
| | | ÑANDUTI | ROTATIVOS | 7,31 | MENCION | LUNES A VIERNES | 6:00 a 12:00 | 30 | 203.200 | 1 | 1 | 1 | 1 | | | 1 | 1 | 1 | 1 | 1 | | | 1 | 1 | 1 | 1 | 1 | | | 1 | 1 | 1 | 17 | 1.454.400 |
| | | TOTAL MEDIO | | | | | | | | 3 | 3 | 3 | 3 | 0 | 0 | 3 | 3 | 3 | 3 | 3 | 0 | 0 | 3 | 3 | 3 | 3 | 3 | 0 | 0 | 3 | 3 | 3 | 68 | 6.772.290 |
| | | TOTAL | | 885 | | | | | | 58 | 57 | 57 | 58 | 43 | 46 | 59 | 58 | 57 | 58 | 58 | 43 | 48 | 55 | 55 | 55 | 55 | 55 | 42 | 45 | 55 | 55 | 55 | 1.243 | 68.292.190 |

Lic. Silvia Paola Arias
Fiscal contrato N° 88/201

Ing. Hugo Suzuki
Encargado de despacho Gcia Comercial
Administrador de contrato N° 88/2018